

RECEIVED
CENTRAL FAX CENTER

DEC 27 2005

LAW OFFICES
LEYDIG, VOIT & MAYER, LTD.
TWO PRUDENTIAL PLAZA, SUITE 4900
CHICAGO, ILLINOIS 60601-6780

TELEPHONE: (312) 616-5600

TELECOPY: (312) 616-5700 (G3)
(312) 849-0495 (G4)

FACSIMILE COVER SHEET

DATE: DECEMBER 27, 2005

NUMBER OF PAGES (INCLUDING
THIS TRANSMITTAL COVER SHEET): 5

TIME:

YOUR REFERENCE: 09/349,650

OUR REFERENCE: 209881

TO: US PATENT AND TRADEMARK OFFICE
TELEPHONE NUMBER:

FACSIMILE NUMBER: (571) 273-8300

FROM: MARK JOY

DIRECT LINE: (312) 616-5673

MESSAGE: SUBMISSION OF FORMAL DRAWINGS

In re Application of: Nyhan et al.

Art Unit: 3622

Examiner: Jean D. Janvier

Application No. 09/349,650

Date of Mailing of "Notice of Allowance
and Base Issue Fee Due": November 14, 2005

Filed: July 8, 1999

Confirmation No.: 6878

For: SYSTEM AND METHOD FOR EVALUATING AND/OR MONITORING
EFFECTIVENESS OF ON-LINE ADVERTISING

A confirmation copy of the transmitted document will:

- ☒ Not be sent. This will be the only form of delivery of the transmitted document.
☐ Be sent via First Class/Air Mail.
☐ Be sent via Overnight Courier

The information contained in this facsimile transmission is intended only for the use of the individual or entity named above and those properly entitled to access to the information and may contain information that is privileged, confidential, and/or exempt from disclosure under applicable law. If the reader of this transmission is not the intended or an authorized recipient, you are hereby notified that any unauthorized distribution, dissemination, or duplication of this transmission is prohibited. If you have received this transmission in error, please immediately notify us by telephone or facsimile. Thank you.

RECEIVED
CENTRAL FAX CENTER

DEC 27 2005
PATENT

Attorney Docket No. 209881
Client Reference No.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Art Unit: 3622

Nyhan et al.

Examiner: Jean D. Janvier

Application No. 09/349,650

Date of Mailing of "Notice of Allowance
and Base Issue Fee Due": November 14, 2005

Filed: July 8, 1999

Confirmation No.: 6878

For: **SYSTEM AND METHOD FOR
EVALUATING AND/OR
MONITORING EFFECTIVENESS
OF ON-LINE ADVERTISING**

SUBMISSION OF FORMAL DRAWINGS

Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

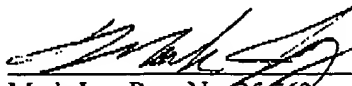
Attn: Official Draftsman

Dear Sir:

Applicants enclose herewith 2 sheets of formal drawings and request that the same be made of record in this application as a substitute for the informal drawings filed with the application on July 8, 1999.

The Commissioner is hereby authorized to charge any fees which may be required to Account No. 12-1216. A duplicate copy of this communication is enclosed for that purpose.

Respectfully submitted,


Mark Joy, Reg. No. 35,562
LEYDIG, VOIT & MAYER, LTD.
Two Prudential Plaza, Suite 4900
180 North Stetson Avenue
Chicago, Illinois 60601-6780
(312) 616-5600 (telephone)
(312) 616-5700 (facsimile)

Date: December 27, 2005

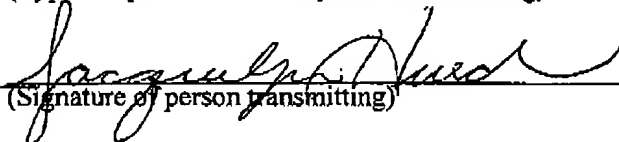
In re Appln. of Nyhan et al. Nyhan et al.
Application No. 09/349,650

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this SUBMISSION OF FORMAL DRAWINGS (along with any documents referred to as attached or enclosed) is being transmitted by facsimile to the United States Patent and Trademark Office, Attention: Examiner Jean D. Janvier, Art Unit 3622, Facsimile Number (571) 273-8300, on the date indicated.

Date: December 27, 2005

Jacquelyn Hurd
(Typed or printed name of person transmitting)


(Signature of person transmitting)